

**ABSTRACT**

A display system according to the present invention includes: a dimming device 10 capable of switchably 5 presenting a light reflecting state or a light transmitting state; and a display device 20 for displaying information by modulating light transmitted through the dimming device 10 and/or light reflected by the dimming device 10. The dimming device 10 has a plurality of regions each being independently 10 capable of switchably presenting a light reflecting state or a light transmitting state, and, when a plurality of types of information are being displayed on the display device 20, the dimming device 10 is capable of selectively switching between the light reflecting state or the light transmitting state of 15 each of the plurality of regions in accordance with the types of information being displayed.